


From the Modern City to the Smarter City.

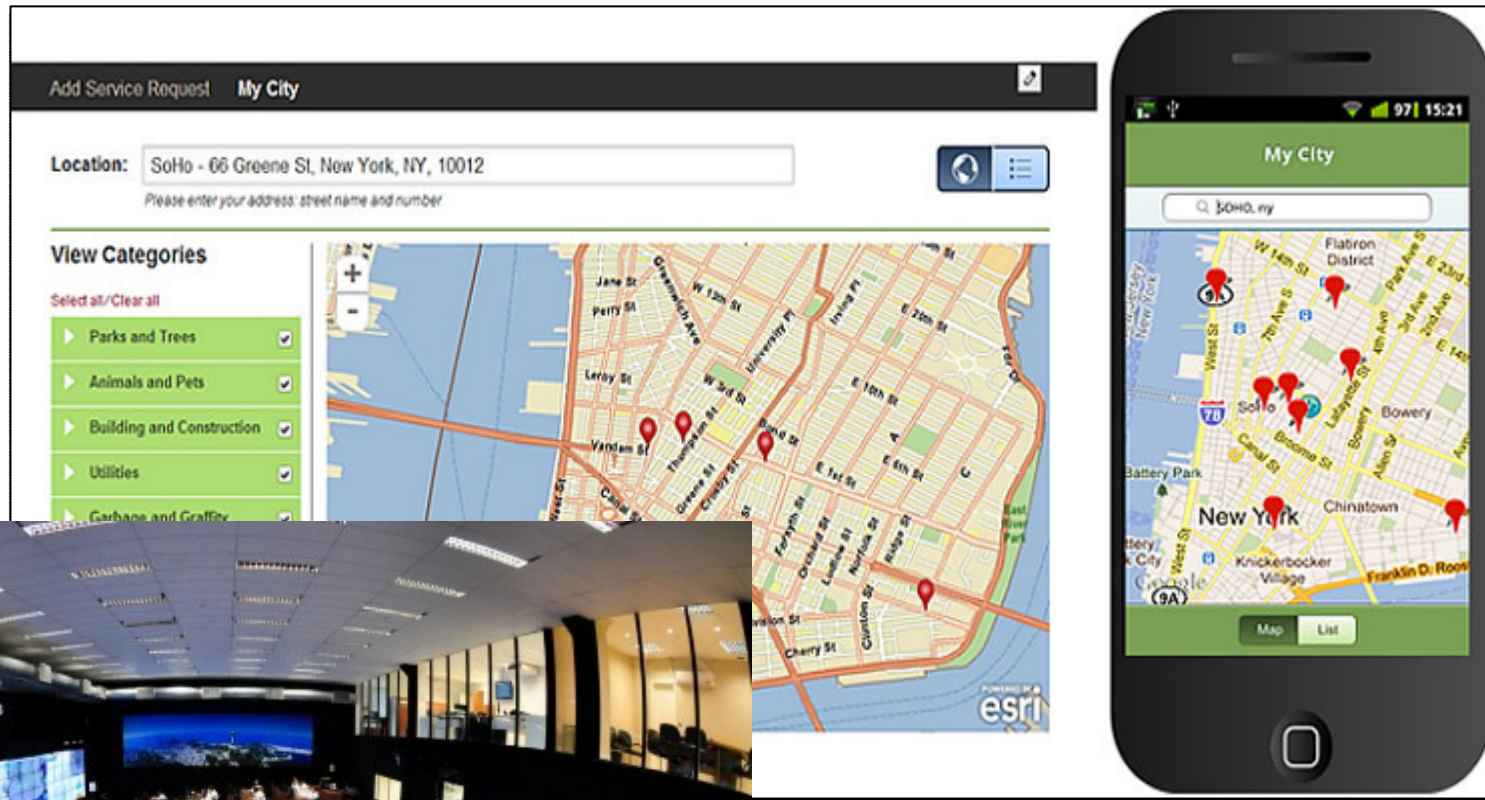
From optimization to innovation and transformation of service delivery.





“With so much technology and networking available at such low cost, what wouldn’t you enhance? What wouldn’t you connect? What information wouldn’t you mine for insight? What service wouldn’t you provide a customer, a citizen, a student or a patient?”

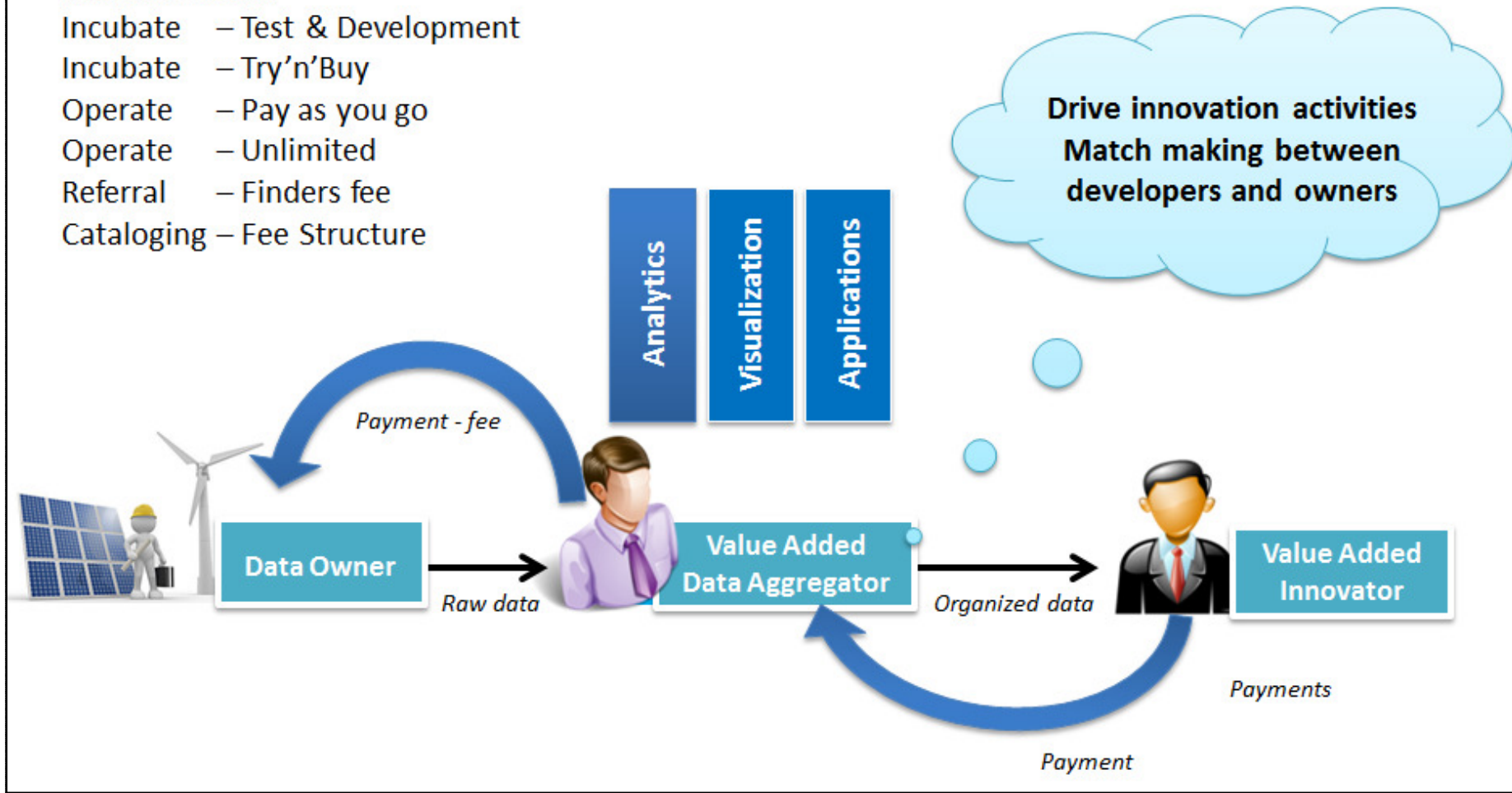
Optimize – Innovate - Transform



Data-as-a-Service

License models

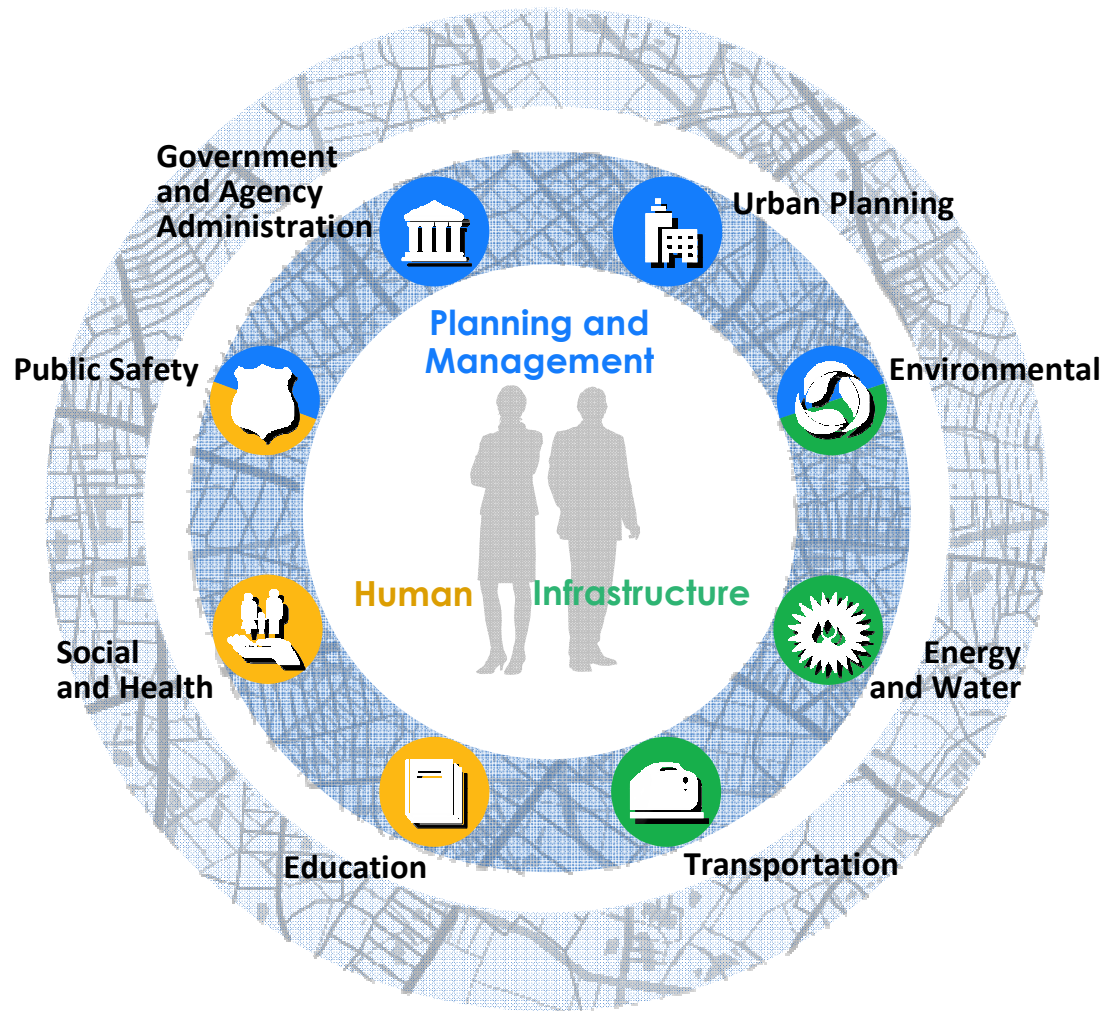
- Incubate – Test & Development
- Incubate – Try'n'Buy
- Operate – Pay as you go
- Operate – Unlimited
- Referral – Finders fee
- Cataloging – Fee Structure





Nicki Eckert på <https://www.youtube.com/watch?v=f5xYxqdvOCg>

Difference between 'Modern' and 'Smart'? Leaders must innovate across services to **meet and exceed citizen expectations**



Planning and Management

Design and implement a city plan to realize full potential for citizens and businesses; while efficiently running daily operations

Infrastructure

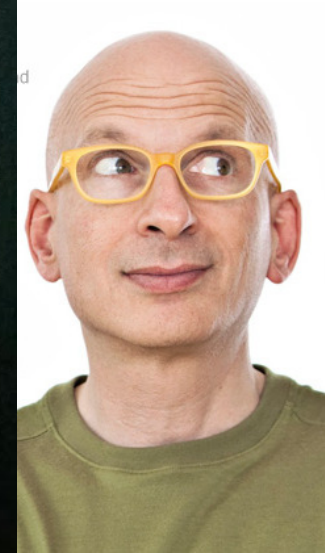
Deliver efficient fundamental city services that make a city desirable for citizens

Human

Provide effective services that support the economic, social and health needs of citizens

Fail fast and cheap.
Fail often. Fail in a way
that doesn't kill you.

Seth Godin



Thank You